

CHUKA UNIVERSITY

RESIT MAY 2025

UNIT: PRINCIPLES OF ENTREPRENEURSHIP

UNIT CODE: BEEM 111

TIME 2HOURS

ANSWER QUESTION ONE AND ANY OTHER TWO

QUESTION ONE (30 MARKS)

- (a) As an entrepreneur identify **FIVE** common characteristics of a good business idea (5 marks)
- (b) Using PESTEL analysis explain the role of environment on a business start-up (5 marks)
- (c) Identify and explain the qualities of a good business plan (10 marks)
- (d) Discuss any five characteristics of a successful entrepreneur (10 marks)

QUESTION TWO (20 MARKS)

- (a) Identify various sources of finance that can be used by an entrepreneur (10 marks)
- (b) Identify some of mistakes entrepreneurs commit which leads to failure of their enterprises (10 marks)

QUESTION THREE (20 MARKS)

- (a) Identify some of ways by which an entrepreneur can use to motivate employees (10 marks)
- (b) Discuss some of the sources from which a start-up can finance his /her enterprise (10 marks)

QUESTION FOUR (20 MARKS)

- (a) Discuss some of the general entrepreneurial skills necessary for management of enterprises (10 marks)
- (b) Outline some of the important details which are necessary when writing a business plan (10marks)